

1. Title, director and release year?
 - "The End of the Line" was directed by Rupert Murray and was released in 2009.
2. What is the central argument or narrative of the film?
 - The central theme is that the fishing industry is hauling in too many fish and that the population of some marine foods are being significantly depleted. This is an unsustainable practice and if serious regulations are not imposed and enforced many fish species will be fished to extinction.
3. How is the argument or narrative made or sustained? How much scientific information is provided, for example? Does the film have emotional appeal?
 - Some scientific data is presented in visuals pertaining to the populations of certain species of fish. The scientists presenting the data stress how difficult it is to gather an accurate estimation of fish populations in the ocean because of the vastness of the oceanic environment. The film has somewhat of an emotional appeal. It shows some graphic images of fish being killed which is perhaps in an attempt to strike an emotional response.
4. What sustainability problem does the film draw out? Political? Legal? Economical? Technical? Media and Informational? Organizational? Educational? Behavioral? Cultural? Ecological?
 - The film focuses on political, legal, economical, media and informational, and ecological aspects of sustainability. The political and legal aspects are closely intertwined. Political processes invoke laws and regulations on the fishing industry. These regulations are set to limit the amount of fish harvested by the industry. First of all the number set forth is well above a sustainable limit and secondly the regulations can be difficult to enforce and are often overfished anyways. The media and informational part of the problem is that some countries vastly underreport their catch amount in order to avoid regulatory fines so the information being transferred is tainted. These practices are driven by economic factors to increase profits. This over fishing causes ecological problems by fishing some species to near extinction which also has an effect on other marine species that are either preyed on or consumers of the fished species.
5. What parts of the film did you find most persuasive and compelling? Why?
 - I found the part about the fishermen in Canada fishing the cod there to near extinction to be most compelling. This was a specific example where out of control fishing led to the severe decline in a species population. So much so that the fishermen there literally fished themselves out of business. It goes to show that people can be so greedy that if left unchecked they will exploit something until there is nothing left to it and they can no longer support themselves by it.
6. What parts of the film were you not compelled or convinced by? Why?
 - I was not convinced by the number they estimated for fish populations in the ocean. While there may be an observable decline they themselves sited how difficult it is to put a number on the amount of fish in the ocean because it is so vast.
7. What audiences does this film best address? Why?
 - I don't feel as though this film fits any one particular audience best. It lays out some facts and examples of situations where overfishing has occurred and suggest that this is

becoming a global problem. If there were any audience that should be targeted it should be the fishing industry. While I'm sure many are aware of the consequences of their fishing practices I believe this film might help to put it better into perspective. While it would not solve the problem I believe it could change some anglers' minds and could have some impact on the problem.

8. What could have been added to this film to enhance its environmental educational value?
 - The film was pretty well made in terms of its environmental education value. If anything were to be added there could be more in ways for individuals to contribute to the solution of the problem. They did pose some suggestions about which certifications are credible but they could have included more on how individuals could help.
9. What kinds of action and points of intervention are suggested by this film? If the film itself does not suggest corrective action, describe actions that you can imagine being effective.
 - The film suggests pressure politicians to propose new and enforce old fishing regulations. They also suggest creating and using more credible certifications for sustainable fish production.
10. What additional information has the film compelled you to seek out? (Provide at least two supporting references.)
 - The first thing this film compelled me to seek out was the intrusive species of fish that harm other populations of fish as I have experienced this first hand. There is a gravel quarry near my home that I often fish. For years I could go down and catch a few largemouth bass a day. I always released them immediately after catching them as they are not the tastiest fish. One year I caught my first northern pike from this body of water. I was surprised and just figured there was a small enough population that I had never caught one before. That year I continued to catch bass and could see an abundance of small pan fish as well. It was the following year when I noticed a significant change. It was early spring when I went out for the first time. The first day I caught four pike and no bass. I figured it was just a good day for pike. However when the following two times I went out I caught three each day I knew something was up. That year I only caught a few bass and the small pan fish also seemed to disappear. It was then that I realized the pike population had nearly completely eliminated the bass population. It is my thought that someone introduced the pike to the waters a few years prior as the quarry ponds are isolated with no natural tributaries. I found an article to support this observation after watching this film. The article sites a three acre pond in which the owner was only catching pan fish. They eventually discovered that there was a population of only four pike in that three acre pond that had just devastated the other fish populations in that water.

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